



**Course List for the Bachelor's Degree Program
in Management – Practical Profile
applicable from the 2025/2026 Academic Year**

A. Core Module

1. Introduction to Management
2. Microeconomics
3. Finance
4. Law
5. Mathematics
6. Statistics in Management

B. Major-Specific Module

1. Organizational Behaviour
2. Project Management
3. Human Resource Management
4. IT in Management
5. Marketing
6. Financial Accounting
7. Innovation Management
8. Introduction to Accounting
9. Business Ethics
10. History of Organizational and Managerial Thought
11. Research Project
12. Public Speaking
13. Change Management
14. Entrepreneurship in Business
15. Introduction to E-Business
16. Work, Organizational and Management Psychology



C1. Interdisciplinary and Student-Selected Module

1. Physical Education (in-person study only)
2. Intellectual Property Protection
3. General University Training: OHS Training
4. General University Training: Library Resources Training
5. Student Internship
6. Foreign Language
7. Student-Selected Course no. 1
8. Student-Selected Course no. 2
9. Student-Selected Course no. 3
10. Student-Selected Course no. 4
11. Student-Selected Course no. 5
12. Student-Selected Course no. 6
13. Student-Selected Course no. 7
14. Student-Selected Course no. 8
15. Student-Selected Course no. 9

C2. Specialization and Diploma Seminar Module

1. Specialization Courses
2. Diploma Seminar



**Course List for the Specialization
in International Management
within the Bachelor's Degree Program
in Management – Practical Profile
applicable from the 2025/2026 Academic Year**

1. Internationalization and Globalization
2. Intercultural Management
3. International Marketing
4. Communication and Negotiation in International Business
5. Financing of International Business Operations
6. Sales Organization in International Markets
7. Human Resource Management in International Companies

**Course List for the Specialization
in Human Resource Management
within the Bachelor's Degree Program
in Management – Practical Profile
applicable from the 2025/2026 Academic Year**

1. Labour Market and Recruitment Strategies
2. Competence and Talent Management
3. Training Management
4. Employee Evaluation
5. Diversity Management in HRM
6. Creativity and Innovation in HRM
7. Personnel Controlling and Work Audit



**Course List for the Specialization
in E-Marketing & Social Media
within the Bachelor's Degree Program
in Management – Practical Profile
applicable from the 2025/2026 Academic Year**

1. Digital Marketing
2. Web and App Design
3. E-Customer Relationship Management
4. Online Brand Building
5. Legal Aspects of Online Business
6. Online Sales Organization
7. Designing Online Promotional Campaigns

**Course List for the Specialization
in Project Management
within the Bachelor's Degree Program
in Management – Practical Profile
applicable from the 2025/2026 Academic Year**

1. Project Planning
2. Project Assessment and Evaluation
3. Project Risk Management
4. Agile Project Management
5. Financial Aspects of Project Management
6. Contemporary Issues in Project Management
7. Leadership in Project Management